

# John E. Redmond, Irish Home Rule Leader, Dies

Faced Serious Operation Bravely, but Heart Disease Intervened—Death Causes Profound Regret

JOHN E. REDMOND



LONDON, March 6. John E. Redmond, the Irish Nationalist leader, died this morning. He underwent an operation in London Friday, passed a fair day yesterday, and was apparently improving. The operation was for an intestinal obstruction. This was borne courageously and it relieved the patient, but heart disease intervened Tuesday night.

The physicians attending Mr. Redmond issued the following announcement:

"We regret to announce that John Redmond died at 7:45 this morning. Owing to several serious attacks of illness a severe operation was faced with great courage. It had become imperatively necessary owing to an intestinal obstruction. This was relieved by the operation and for some days satisfactory progress was maintained. After a fairly comfortable day Tuesday, heart failure supervened during the night, and after a few hours Mr. Redmond passed peacefully away."

King Expresses Regret

The news of the death of the Nationalist leader brought messages of sorrow and regret from all sections of the community. King George, when he was informed of the event, was deeply shocked and expressed his profound regret.

Tributes were paid to Mr. Redmond by Premier Lloyd George, former Premier Asquith and leaders of the Labor, Welsh and Scotch parties.

The last words of Mr. Redmond to the Premier, Mr. Lloyd George said during his remarks, were a plea for concord between the two races "that Providence had decided should work together for the common ends of humanity."

The tributes were acknowledged by John O'Connor, in behalf of the Nationalists, and the members of Mr. Redmond's family.

The Premier will move an appropriate resolution in the House of Commons at the earliest opportunity. This will enable Lloyd George and former Premier Asquith, who have been life-long supporters of home rule, and other leaders to pay tribute to the memory of Mr. Redmond, who himself during his long Parliamentary career had spoken on occasion most eloquently of political colleagues who had died.

Mass in Westminster

It is expected that the funeral will take place in Dublin, with burial at Glasnevin Cemetery. Simultaneously,

## Redmond's Loyalty Caused Leadership To Be Challenged

John Edward Redmond, like his great predecessor in Irish leadership, Parnell, came not from the ranks of the tenantry of Ireland, but from landlord stock. His father, William A. Redmond, M. P., was a small landlord in Wexford. Like Parnell, he knew the needs of the people of the Irish people.

The rock on which Redmond and so many of his followers split was his loyalty to the cause of the Allies, his opponents charging that when he pledged the Nationalist party to the cause of the Allies he did so without consulting the Irish people. The pro-German element in Ireland feared that a referendum should have been held. Criticism—bitter, personal and unrelenting—came from Sinn Féin and other sources did not, however, sway him from his course, and while he found it necessary to warn the British government that its course in Ireland was calculated to produce trouble, he never wavered from the friendly counsel which would avoid disaster abroad by preventing dissension within the empire.

Was 100 Per Cent Loyal  
In this standing by his guns, Redmond ran true to form, for he was essentially 100 per cent loyal to any man or cause he might identify himself with. Prior to the war he was 100 per cent loyal to the Irish Nationalist cause, but in the dark days of Parnell's career he stuck to his old chief until death ended his troubles.

Redmond was a young man, when in 1891, the O'Shea divorce case forced the crisis in the affairs of Parnell and the Irish party. Forty years old, his ten years in Parliament from Irish constituencies had made him many personal friends, but won him no distinction. With the breaking of the storm about Parnell he went to the front as his leader, championing both against those Irishmen who would drive the Irish people from the public life, and the English politicians who conspired with them to that end.

The death of Parnell left Redmond undisputed leader of the Irish party. As such he was constantly under fire, sometimes lack of aggressiveness and again for using the parliamentary method of backstairs methods in his efforts to bring the party together. These efforts were successful, however, due as much to the personal charm of the leader as to the pressure brought to bear from the United States, Canada and Australia, and in 1909 a united party elected him chairman. That position he held to the day of his death.

Always Opposed Violence  
Redmond's course was over that of the Irishman who would gain by constitutional means what others would obtain by physical force. He was essentially the parliamentarian at all times and he had little patience with those who by other means would seek advantage either in or out of Parliament. Under his guidance the Irish members, notoriously the worst behaved in Parliament, became the most orderly, leaving, as he once said, a monopoly of disorder to the Irish members. This made Redmond one of the most popular men in the house and contributed much to his success in securing legislation for Ireland.

He was at the height of his power

## GERMAN WOMEN IN WARTIME

German women met the German food problem. Their thrift extended to saving cherry stones for the oil they contained. German women filled men's places left vacant in the industrial ranks. German women cared for children and preserved home life. These are the pictures drawn in an intimate story of Germany's organization and domestic life in wartime, as told by

Mary Ethel McAuley

in

"German in Wartime"

The personal experiences of an American woman in Germany.

A Chapter a Day in

THE

EVENING MAIL

when the war broke out in Europe. As an orator he had long been recognized as one of the most powerful in British public life and his sincerity of purpose had won for him the respect of those to whom everything he stood for was anathema. Even Sir Edward Carson, the fiery leader of the Ulsterites, speaking since the outbreak of war, declared he had never harbored personal bitterness against the leader of the Nationalists, at the same time declaring that he had never personally attacked Mr. Redmond.

The remark came following the enactment of the Home Rule bill and the suspension of its operations until after the close of the war. Many of Redmond's followers in Parliament and thousands of Irish workers in Ireland were bitterly disappointed at this delay. They threatened trouble, but Redmond held that winning the war was of much more importance.

That he was right was proved by the abortive attempt at rebellion which followed in Dublin. It was exactly what he had warned against. When it broke, though not with sympathy with it, he was, he pleaded for clemency for the leaders who had escaped execution at the hands of the military authorities, at the same time denouncing the policy of Skelton and others as a fearful mistake. Lloyd George afterwards admitted the logic of these views in the House of Commons.

Subsequently Lloyd George submitted to Redmond two plans for settlement of the Irish question, one involving the setting apart of Ulster, the other calling for a convention of the Irish people in which all factions and sections should be represented in an effort to work out their own salvation. Redmond chose the latter and sat as a member at the various sessions of the convention, which has yet to make a report.

Redmond was rated among scholars as one of the best read men in Parliament, receiving the unusual honor of an Irish Nationalist of being invited to lecture at Oxford, while his letters said his eloquence and ability as a lawyer would have won him a competence had he chosen to practice at the English bar.

Mr. Redmond was well known in the United States. He came here in 1898 and again in 1910. Few Irish-Americans of prominence visited England without calling on him, and he was equally well known in Canada and Australia.

His visit to the latter country in 1893 was a triumph. There he met and married Johanna Dalton, the sister of his sister, Eleanor, later married his brother, the late Major William H. K. Redmond. His wife survives, as does his son, Captain William A. Redmond, who won the Victoria Cross and Conduct Medal for gallantry in Flanders.

Mr. Redmond was sixty-seven years old. He entered Parliament at the age of thirty.

## Lord Reading and T. P. O'Connor Pay Tribute to Redmond

"I will not talk politics over an open grave," said Lord Reading, who had answered a question yesterday concerning the loss of Mr. Redmond's death by the cause of the Allies, "but I feel his loss very severely."

O'Connor, who is stopping at the Knickerbocker, went on to say, "because it is the end of a comradeship of nearly forty years. There was an interval of ten years when we were divided over the Parnell split, it is true, but even then our antagonism was one of the Allies, and our personal bitterness, and from the time, in 1900, when he was made leader of the United Irish party, we were on terms of intimate, I might say affectionate, comradeship. During these eighteen years he kept the party together with consummate skill and in the face of tremendous difficulties, and he won not only the confidence, but the affection of men who had been bitterly estranged from him."

"His recollection every year—you know the Irish members of Parliament elect their leader on the 1st of January, and I have known him during my association with politics in England. From the first, he has always taken the stand of the House of Commons, that was a war for Irish independence. I should like to express my deepest sympathy to all his relatives and friends. His loss will be a severe one indeed to all who wish self-government in Ireland."

Lord Reading, the British Ambassador, was discussing the war and the problems of the Allies at the Plaza when a group of newsmen gathered around one of them told him Mr. Redmond was dead. For a moment he did not seem to grasp the import of the message.

"John Redmond dead!" he then exclaimed half to himself, adding with bowed head and in a low voice, "I am very, very sorry to hear it, very sorry."

For a few moments he sat in deep thought, apparently greatly affected by the news. "I had known Redmond a great many years," he said, evidently controlling himself with the greatest effort, "and I am deeply grieved to learn of his death. Really, I am very much upset at hearing of the death of his death."

He again paused, and continued for words: "I have played a great part in Irish political life, and I have known him during my association with politics in England. From the first, he has always taken the stand of the House of Commons, that was a war for Irish independence. I should like to express my deepest sympathy to all his relatives and friends. His loss will be a severe one indeed to all who wish self-government in Ireland."

## Carson's Views Not Far Apart From Redmond's

LONDON, March 6.—In paying tribute to the memory of John E. Redmond, the House of Commons today Sir Edward Carson, the Ulster leader, said:

"Indeed, we were not very far apart in our attempts at a settlement of the Irish question."

Significance seems likely to be attached to the concession by the Ulster leader, in view of the divergence of opinion regarding the solution of Ireland's troubles that formerly existed between the Nationalist leader and the Ulsterites represented by Sir Edward.

## Trade Alliance Aims To Bind France and U.S.

The first meeting of the recently organized French-American Chamber of Commerce was held yesterday afternoon at the French Institute in the United States, 599 Fifth Avenue. The purpose of the organization is to work out plans whereby the two nations may cooperate in the trade war certain to follow the declaration of peace. The first step in bringing this about, President Poincaré explained, was an alliance between the French-American Chamber of Commerce and the Republican Committee on Commerce, Industry and Agriculture in Paris. Both organizations, once they reached an agreement, he said, would be able to work for the benefit of importers from France, exporters from the United States, and France and Frenchmen and American generally, by favoring closer commercial relations between the countries.

## Irish Here Regret Britain Is U. S. Ally, Says O'Connor

But Will Defend Stars and Stripes, Declares Member of Parliament

It is with mixed feeling that the Irish in America regard fighting under the Stars and Stripes as allies of Englishmen, according to T. P. O'Connor, member of the British Parliament, who is touring the United States as representative of John Redmond, the Irish Nationalist leader, who died yesterday.

Mr. O'Connor, who is at the Hotel Knickerbocker, has talked to groups of his countrymen as far West as Chicago. He expects to leave next week for California.

"The men of the Irish race here will rush to the defense of the Stars and Stripes in this as in every other crisis of American history," he said yesterday. But he added:

"Some, if not most of them, rather regret that America should have England as its ally, of whose cruel injustice to their fathers and grandfathers and to their race for centuries they have vivid and angry memories; but, on reflection, I think that most of them see that, however justifiable these feelings are, they do not alter the iron fact that the allies of America have to stand or fall together, and that, therefore, it is quite impossible to reconcile full and undivided allegiance to America with attempts to embarrass or weaken any of America's allies."

Mr. O'Connor said the Germans were trying to turn Ireland into a useful German port, and that they had at least succeeded in making necessary the retention of between 40,000 and 50,000 British troops in Ireland to prevent a possible rebellion and in keeping about 100,000 Irish troops in the British army because of political prejudice fostered by Germany.

But I know of no objection," Mr. O'Connor continued, "to the bestowal upon Ireland of a large and generous measure of home rule, corresponding in general terms to such home rule as is enjoyed by Canada and Australia; except on the one hand, the small group of Orange extremists who are opposed to home rule of any fashion, and, on the other, the extremists of the Sinn Féin party, who are opposed to any possible and attainable Irish republic."

"I regard the first section—those they regard themselves as the most genuine supporters of the British empire, the reality the most dangerous enemies of the empire. In my opinion, Mr. Lloyd George will be wanting in his duty if he does not insist, that the British empire should join with the majority of their fellow countrymen in making peace in Ireland by a measure of self-government."

## Redmond's Death to Make Ireland's Fight Easier, Says Cohalan

Justice Daniel P. Cohalan, whose name figured prominently in the disclosures of the activities of Count von Bernstorff, made after the declaration of war, believes John E. Redmond's death will "make easier the work of those in Ireland who believe that in this fight for the liberty of small nations and oppressed peoples the people of Ireland should have the right of self-determination."

"His fame would have been greater," says Justice Cohalan in a statement issued yesterday, "if he had died off the scene five years ago. Since then he lived to see his leadership discredited and his movement abandoned by the great mass of the people of Ireland. His death will destroy the little influence his group retained."

## Alien Has Airplane Plans Former German Sergeant, Under Arrest, Revealed as Spy

CLEVELAND, March 6.—William Werner, a former sergeant in the German army, arrested here several weeks ago for violation of the zone permit regulation, today was revealed as an engineer awaiting his opportunity to return to Germany with important information about American airplanes. Federal Agent Kage to-night recommended Werner's internment to Attorney General Gregory, declaring him to be "an exceptionally dangerous and alien." When arrested Werner had twenty-seven airplane models. Dozens of blueprints of airplanes and airplane parts, minutely marked, were found in a house at Niagara Falls, N. Y., where he lived until he came here, according to the officers. Since coming to America six years ago, Werner, who has lived in Baltimore, Philadelphia, New York and other large cities. Although an expert engineer, he has posed as a common laborer, and recently, it was stated, he took a course at a Chicago aviation school.

## Ice Rinks to Run Until March 23

They Must Agree to Surrender Ammonia if Needed for Munitions Works  
Skating rinks in the city may remain open until March 23, according to an announcement of Benjamin B. Odell, State Ice Administrator, if they will agree in case of need to surrender their supply of ammonia for the manufacture of artificial ice for use in making munitions.

It is expected that this solution of the difficulty will be accepted by rink owners as satisfactory. The reason for the change of plan is that many rinks had contracts with employees that would continue to run in spite of the closing order.

The Knickerbocker Ice Company of New York reported to the food administration yesterday that it had effected a saving of 60 per cent from the beginning of December until the end of February. Consumption has been cut by 22,864 pounds. "Actual needs of the country can be met without undue curtailment of the consumption of ice for refrigeration," it is stated in a typical of the industry. The was the content of a food administration official last night.

## Individualist Sent To Individual Cell

Eleven Months in Jail for Bolshevik Artist Who Defied the Draft

Individualism donned its armor yesterday and engaged in a skirmish against the ramifications of the selective service act. A man the smoke of oratory and the roar of new York. Rumors that Iarici is a cubist, with a penchant for masterpieces in red, could not be verified.

The charge against the prisoner, who had been taken into custody by Detective Herman Meyer, was that he had failed to register last June. When the court demanded a reason for this delinquency, the prisoner replied: "I don't believe in war, your honor. I am an individualist."

"Do you mean by that," Judge Meyer asked, "that you place yourself above the government and the United States?" "Yes," responded the prisoner.

Detective Meyer further testified that Iarici had said that if the President wanted him to fight he could surround himself and tell me about it."

During the ensuing five minutes Iarici heard a lot about the duties of American citizens, but he had never known before, and then a sentence of eleven months in an individual cell in the Mercer County prison was doled out to him.

He made no comment to make upon the action of the court.

## Enemy Alien Kisses The Flag 61 Times

Doesn't Miss a Star or Stripe; Had Failed to Register

ELIZABETH, N. J., March 6.—A total of sixty-one kisses, distributed over the flag, was the temporary pledge of loyalty exacted yesterday from Florian Mackie, an enemy alien, who has been hiding in the mountains near here rather than register and sign the affidavit required of him by the government. He placed a kiss on each star and each stripe.

Mackie was brought in by John A. Galatin, chief of county detectives, and George Boynton, of Mountainside. They found him living in an unfurnished shack. He had been getting food from the people in the neighborhood. In spite of his size and strength he made no protest at his arrest.

After a long lecture on patriotism and the debt he owed to this country Mr. Galatin pointed to the flag hanging on the wall of his office and said: "Now you kiss each stripe in that flag." When he had kissed the thirteen stars and stripes, he turned back to do the same for each star and stripe. He said the men there were forty-eight and he was sure he did not miss any.

Mackie is a native of Wurttemberg, Germany. He came to this country in 1883 and is the father of a grown son. In spite of his thirty-five years' residence in this country, he never took out his first papers. The United States District Attorney in Trenton advised Galatin to have him registered and then to keep an eye on him.

## Butts Fails to Stop Suit Wife's Action Not Contrary to Agreement, Court Holds

Justice Platzeck dismissed yesterday in the Supreme Court the injunction proceeding brought by George W. Butts, yachtman and vice-president of the Hudson Trust Company of New Jersey, whereby Mr. Butts sought to restrain his wife, Mrs. Elizabeth A. Butts, from prosecuting a suit for \$150,000 which she has brought against Mrs. Minnie A. Braxmar and daughter, Miss Bessie Braxmar, for the alienation of her husband's affections. Mrs. Butts, who is a resident of New York, had secured a separation agreement, under which Mrs. Butts, in consideration of the payment of \$50,000, agreed not to harass or annoy him. Mrs. Butts had failed to prove that Butts had failed to provide for her maintenance. Mrs. Butts was in violation of the separation agreement or that it was not brought in good faith.

## The Weather Report

WASHINGTON, March 6.—A disturbance over Eastern Maryland, with an east-southeastward movement, is all that remains of the Western low pressure, which has been rapidly dissipating, and another Atlantic disturbance over the Canadian Northwest.

There is little general rain in the Ohio Valley, the middle Atlantic states and Southern New England. Light snows from the upper Mississippi valley east, rain and snow in Colorado, Nevada and Arizona, and rain in Southern California. Elsewhere the weather is fair.

It is decidedly colder from Northern Texas northward through the Ohio Valley and the lower lake region into Northern New England, although some rain and snow in the Ohio Valley. In the Ohio Valley the weather will be fair, with a light rain or snow in the upper lake region generally fair weather. In the lower lake region generally fair weather. In the lower lake region generally fair weather. In the lower lake region generally fair weather.

Forecasts for Special Localities.—For New Jersey, rain or snow and cold Thursday; Friday fair, warmer in interior. For Eastern Pennsylvania, snow in the northern portion, snow or rain in the southern portion Thursday, snow or rain Friday and warmer.

For Northern New England, fair and cold Thursday, Friday fair and warmer. For Southern New England, fair and cold Thursday, except snow flurries near Lake Erie, colder in the southern portion. For Western New York, local snows Thursday; Friday fair and warmer in the interior.

Local Official Record.—The following official record from the Weather Bureau shows temperatures during the last twenty-four hours, in comparison with the corresponding date of last year.

1918, 1917.  
3 A. M. -20 -10  
6 A. M. -20 -10  
9 A. M. -20 -10  
12 M. -20 -10  
3 P. M. -20 -10  
6 P. M. -20 -10  
9 P. M. -20 -10  
Highest temperature yesterday, 28 degrees (at 5 P. M.); lowest, -20 (at 10 P. M.); average for today, -20 (at 10 P. M.); average for same date last thirty-three years, 24.

## Cheap Eggs and Ice Promised by Commissioner Day

Tells Women That City Is Now Contracting for Supplies

## Low Prices His Aim

Advocates Use of Powdered Milk to Save the Babies

Cheap eggs for next winter and half-price ice this summer were promised yesterday by Commissioner of Markets Jonathan P. Day at a lunch of the Woman's Municipal League, in the Hotel McAlpin.

"I am contracting for eggs right this minute," said Mr. Day. "The laying season is almost here, and during the spring months we are going to buy eggs in Tennessee and other Southern states for from 30 to 40 cents. They'll be put in cold storage and sold to the people of New York at a decent price next winter. If private corporations can store eggs, so can the city authorities, and the difference to the consumer will be of price only."

"I'm in to cut egg prices. Eggs are down now, but Armour sent a carload of eggs only yesterday back to Memphis, Tenn., to break the market, so you women can see what I'm up against."

Ice will be furnished next summer to the poor of the city at half-price, Mr. Day said, by a plan of the department, by which the city will buy and sell ice.

"You people in comfortable circumstances will have to look out for your own ice, but the tenement babies are going to have ice this summer through the department of Markets," he said. "It's a charity plan, but a simple business proposition to keep the children from dying like flies during the hot months."

Powdered milk was advocated by Mr. Day as a remedy for the milk problem that confronts New York. As a saving of freight space and cost, and a method of preserving milk, powdering is the ideal treatment, he said.

"Eighty-seven per cent of milk is water," he said, "which costs heavily in freight space and cost. Powdered milk is the best milk on the market; drug stores and soda fountains use it now extensively. And, in this form, our milk does not have to come from New York State. If our own farmers cannot get closer to our tenements, we can look further afield for milk."

Unlimited power to buy and sell foodstuffs and staples for the people of New York is given to him, Mr. Day said, and he is prepared to use it. A woman deputy to act as head of a newly created Bureau of Food Conservation and Information was advocated by the Commissioner. Other speakers at the dinner were Henry Bruere, John Martin and Frederick C. Ackerman.

## Packers Fight Heney's Plan to Inspect Files

U. S. Court of Appeals to Decide if Seized Letters Can Be Examined

CHICAGO, March 6.—Whether Francis J. Heney, counsel for the Federal Trade Commission, will be permitted to examine the letters and documents recently taken from the private office vault of Henry Veeder, counsel for Swift & Co. packers, now rests with the United States Circuit Court of Appeals.

Judges Baker, Evans and Kohlsaat, of the reviewing court, today listened to arguments on the validity of the search warrant under which the letters and documents, characterized by the government as tending to prove the commission of felonies by the packers, were seized by the United States Marshal.

In support of the Veeder appeal to have the writ declared invalid, Elwood G. Godman and John J. Healy, Veeder's counsel, argued that the seizure of the papers was not in accordance with law; that no felony had been charged, and that the issuance and serving of the writ was an abuse of the process of the court.

They contended no probable cause to believe felonies had been committed had been shown; that the Federal Constitution and the espionage statute under which the writ was issued prohibit the issuance of a search order without a showing of facts justifying the seizure of the papers was not in accordance with law; that no felony had been charged, and that the issuance and serving of the writ was an abuse of the process of the court.

## Packers' Counsel Oppose 8-Hour Day and Raise in Pay

CHICAGO, March 6.—Attorneys Carl Meyer and James G. Gordon today presented the views of the packers on the six questions being arbitrated before Federal Judge Samuel Alschuler in the wage dispute. To-morrow Attorney Frank P. Walsh, representing the employees, will deliver his closing argument, after which Judge Alschuler will take the case under advisement.

The Council for the Packers opposed the adoption of either the actual or basic eight-hour day. They argued that the actual eight-hour day would limit production during the war and that the basic eight-hour day, with the necessary overtime, is impracticable without reconstructing the plants. They insisted that at present the men and women doing the same class of work in the packing plants receive the same pay.

## Summon 61 Restaurateurs To Answer Charges Before Food Board Saturday

Proprietors of sixty-one restaurants and luncheonettes have been summoned to appear before the Federal Food Board next Saturday morning to answer charges that they have failed to observe the food regulations. Two well known restaurateurs, according to the board, have declared they were "unwilling" to observe porkless days. Officials said that if the restaurateurs failed to abide by the regulations their supplies would be cut off.

Mrs. F. Gray Griswold, who organized the "system for food saving by volunteer rationing" among wealthy families, said yesterday that 25,000 families had signed pledges to use weekly a minimum quantity of meat, flour and sugar for each member of their households.

It was noted that Mrs. Griswold declared that it required an income of \$10,000 to use the "short ration schedule" adopted by her system with the approval of Food Administrator Hoover. Any family with an income of \$12,000 could use the schedule, she said.

# The Ad-Visor

Thursday, March 7, 1918

This department is engaged in separating the sheep of advertising, and of the service which backs up advertising, from the goats—and hanging a bell on the goats. It invites letters describing experiences—pleasant or unpleasant—with advertisers, whether they be manufacturers, wholesale houses, retail stores or public service corporations. It will print those letters which seem to show most typically how an advertiser's deeds square with the words of his advertising. Only signed letters, giving the writer's address, will be read. But the name will be printed or withheld, as preferred. Address: The Ad-Visor, The Tribune, New York.

TWO complaints reached us that boys' suits sold by Stern Brothers for \$9.75, represented as all wool, were actually part cotton. Our investigators visited the boys' clothing department of Stern Brothers and asked to see boys' all-wool suits in size 14. One of the \$9.75 suits was offered to them, and they asked:

"Is this suit all wool?" "Oh, yes," replied the salesman; "we guarantee it to be all wool." He then went on to explain that he could make this guarantee for this particular suit because it was one taken from their winter stock; but that he would not be able to do so for the new spring suits which were expected in shortly, because they would be made of part cotton materials.

A sample of the suit was tested by an expert. The results of the test showed that Stern Brothers' "all-wool" suit contained only 60 per cent wool and 40 per cent cotton.

Believing that Stern Brothers would be interested in our findings we reported the matter to them and asked for their comment. This letter was dated February 4. Stern Brothers did not even extend to us the courtesy of a reply. On February 25 we wrote them again and this time they did answer our letter:

We have yours of the 25th inst., and in reply cannot understand the same, as our employees are instructed not to make any such guarantee. If you feel that the alleged statement has caused you any injury we will be glad to make any proper correction.

We hasten to assure Stern Brothers that the misrepresentation of their clerk made on three separate occasions has caused us absolutely no injury; that they need make no correction to The Tribune or to us. If their own interests, if the good name of Stern Brothers, does not suggest a thorough investigation of the matter we have nothing to say.

When The Tribune voluntarily makes an investigation of this kind it is actuated by three motives: The first is to protect the merchant himself, who may not be aware of the misrepresentations of his salespeople; the second is to protect other merchants who may be injured thereby, and the third is to protect the buying public. We are apparently mistaken in thinking that Stern Brothers either appreciate or desire such cooperation. But that other merchants need protection against such methods there can be no doubt. For example, another shop is selling a boy's suit which is actually all wool for \$11.75. If a shopper goes into this store and sees this suit and then goes on to Stern's and sees a similar suit, represented as all wool, for \$9.75, she naturally concludes that the first dealer is asking an abnormal price. This comment, therefore, is published as a protection to the public and to the dealer who stands back of the representations of his clerks in full and complete confidence, knowing that they understand clearly the danger to the store's good name if they make any statement that is not wholly and completely true.

THE statement which follows is being distributed among the merchants of Indianapolis who are members of the Better Business Bureau, with the request that they sign and return it to the bureau, and also display in their stores large reproductions of the Declaration for the benefit of the public:

A DECLARATION OF PRINCIPLES  
Believing that the success of any phase of business is measured by its service to the public, we have become a member of the Better Business Bureau, joining with other members in an endeavor to make all advertising and selling methods in Indianapolis of the utmost service to the public. We therefore declare that:

1. Our advertising shall always state the truth, the whole truth, and nothing but the truth. It shall contain no statement which, although literally true, may convey a false impression.  
2. Our employees shall in no way misrepresent merchandise, but shall make their verbal statements conform to the high standards of service set forth above.  
3. We expect our customers the same adherence to trustworthiness in advertising and selling to which we ourselves subscribe, and commend newspapers and other advertising mediums that have taken steps to eliminate deceptive and therefore harmful advertising from their space. Either we or the Better Business Bureau, with which we cooperate, will welcome a statement from any person showing that we or any advertisers or employees have violated these standards.

We could point to many stores in New York City in which these principles are actively enforced; in which they set the chief articles of an unwritten law. But there can be no tacit agreement to them which is so effective as a printed sheet, showing in cold type how the merchant stands back of his goods, of his salespeople and of his advertising. The Indianapolis merchants have concluded that "the success of any phase of business is measured by its service to the public"; and the declaration is the outcome of their desire to serve the public because financial success lies in that direction. These